

**ABSTRACT**

**THE INFLUENCE OF LABOR, CAPITAL, OMZET AND COSTS ON BUSINESS  
PROFIT OF THE RATTAN INDUSTRY IN CIREBON DISTRICT**

(Case study in Plered District, Cirebon Regency)

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**Aso Sukarso**

*This study aims to determine: (a) the effect of labor, capital, turnover, and costs on rattan industry operating profits in Cirebon Regency partially; (b) the effect of labor, capital, turnover, and costs on rattan industry operating profits in Cirebon Regency together. This research was conducted using primary data. The method used is the OLS method using multiple linear regression along with hypothesis testing using the partial test (t test) and joint test (F test).*

*From this study, the results obtained show that: (a) partially, labor and capital have no significant effect on the operating profit of the rattan industry in Cirebon Regency, while turnover has a positive and significant effect on the operating profit of the rattan industry in Cirebon Regency, while costs have a positive effect but not significant to rattan industry operating profit in Cirebon Regency; (b) together the variables of labor, capital, turnover, and costs affect the profit of the rattan industry in Cirebon Regency.*

**Keywords:** *labor, capital, turnover, operating costs and profits.*